



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE:** Wednesday, February 06, 2013

### **FOR MORE INFORMATION CONTACT:**

Bradley J. Merritt, Sergeant  
Public Information Officer  
972.292.6133  
[BMerritt@FriscoTexas.gov](mailto:BMerritt@FriscoTexas.gov)

## **FRISCO WILL ACTIVATE FOURTH RED LIGHT CAMERA**

**FRISCO, TX** – The purpose of a red-light safety camera enforcement program is to decrease poor, distracted, and irresponsible driving by reminding motorists to obey traffic laws. These programs are a tool to assist police departments and help positively change driver behavior. Poor driver behavior increases the risk of crash-related injuries and fatalities, putting both drivers and pedestrians in danger. A recent study by the Insurance Institute for Highway Safety has shown that red light cameras help decrease the number of crashes and violations.

On Thursday February 28 2013, the City of Frisco will be activating its fourth red light camera at Legacy and Main. The camera will be deployed on the northbound Legacy approach to the intersection. This location was based on crash data and selected unanimously by the Citizen Advisory Committee for the Photographic Traffic Signal Enforcement Systems. Crash data showed that in the previous 18 months this intersection had 5 crashes caused by someone running a red light.

In March 2011, the City of Frisco activated its first 3 red light cameras and in their first year of activation crashes declined 47% at the two intersections they were deployed at. Additionally the average monthly number of red light violations at the initial 3 cameras has been reduced by 29% indicating a change in driver behavior. "It is our committee's hope that by implementing the camera at this intersection, we will obtain a similar level of success that we have experienced at other red light camera intersections in Frisco – by significantly reducing red light running and collisions through greater driver awareness." said Rick Fletcher member of the Citizen Advisory Committee.

These remarkable numbers are evidence that the cameras are meeting the goals of public safety and making roads safer for motorists. The Frisco Police Department will continue to work with its Citizen Advisory Committee to identify new intersections that may benefit from the use of this technology.

###